5504 Wilkins Avenue
Pittsburgh 17, Penna.
September 13, 1964

Dear Dick,

Enclosed you will find copies of the program schedule. I finally got it from Andy. I did a little bit of re-arranging. I made two kinds of copies for your convenience. On one of them you will even find a list of the programming ratios (the number of minutes/hours devoted to different types of shows).

You will also find enclosed the first page of a staff memo which lists our executives and their functions. I put numbers along side the names to indicate the order of rank in any kind of Network listing of Board of Directors, etc.

One of these days could you give me a written list of your top people and what their functions are to facilitate coordination etc.

I guess both you and Joe (or at least Joe passed the word on to you) got the FM drift from Dr. Robinson. We'll just have to tackle things when we all get in.

Incidentally, I will be in either the afternoon of the 19th. or same of the 20th. When will Joe get in (how is the old son of a gun anyhow?--)?

After things get underway we shall have to meet soon or talk at length over the phone re Network, FM etc.

As far as I know the transmitter situation is fine. Re our drama stuff: I don't know how or where those things will be produced (report I got from Chief Writer very fine--good scripts done and more in works). Mayhap they can be done at Heights on Saturdays if that's the only way? I'm also looking for a good director (or more than one). Incidentally, any of the Heights kids who would like to write scripts or act (like Bob's chhorts at Hall of Fame Players) are naturally very welcome.

As far as Network identification is concerned, I agree with you. As soon as we're all settled, we'll hammer it home to everybody. Rudnick had some spots cut by an ABC announcer. Either we'll use him or Carl Libbey (who's great as you know) to cut standard ID's or something, then splice in the respective location noticesfor each set of studios.

Well, that's about it. It's getting late, and I've got to get up early to shot some pix for TV prod. for the Agency, and I may be getting slightly incoherent at this point.

See you soon.

Sincerely,
Michael E. Marcovsky

Enclosures

WCAG DAYTIME PROGRAM SCHEDULE

	MON.	TUES.	WED.	THURS.
11:58	SIGN ON	SIGN ON	SIGN ON	SIGN ON
12-12:01	QXR NEWS	QXR NEWS	QXR NEWS	QXR NEWS
12:01-1:00	MATINEE	MATINEE	MATINEE	MATINEE
1-1:05	CAMPUS NEWS	CAMPUS NEWS	CAMPUS NEWS	CAMPUS NEWS
1:05-2:00	SERENDIPITY (MELM)	POPULAR	SERENDIPITY (MELT)	POPULAR
2-2:05	QXR NEWS (2:05-2:30)	QXR NEWS	QXR NEWS	QXR NEWS (2:05-2:30)
2:05-3:00	ROCK-HITS (2:30-3) JAZZ-VOCAL (JAZZ SINGERS)	CURTAIN GOING UP (BROADWAY MUSIC)	POPULAR	NEW YORK NEW YORK (2:30-3) GILBERT SULLIVAN
3-3:05	CAMPUS NEWS	CAMPUS NEWS (3:05-3:30)	CAMPUS NEWS (3:05-3:30)	CAMPUS NEWS (3:05-3:30)
3:05-4:00	POPULAR	REMEMBER ALAMEDA (3:30-4) (NEW RELEASES)	MUSIC OF OTHER LANDS (3:30-4) (FROM THE TOP) (CAMPUS MISSION)	ON THE SQUARE (3:30-4) (SATIRE) WASHINGTON SQUARE THEATRE (CAMPUS GROUPS)
4-4:05	QXR NEWS	QXR NEWS	QXR NEWS	QXR NEWS
4:05-5:00	~~DRUMBEAT~~ (M-T)	RECITAL (CLASSICAL)	DRUMBEAT (COURSE)	RECITAL (CLASSICAL)
5:00-6:00				
6:00	SIGN OFF	SIGN OFF	SIGN OFF	SIGN OFF

WCAG DAYTIME PROGRAM SCHEDULE

	MON	TUES	WED	THURS.
11:58	SIGN ON	SIGN ON	SIGN ON	SIGN ON
12-12:01	QXR NEWS	QXR NEWS	QXR NEWS	QXR NEWS
12:01-1:00	MATINEE	MATINEE	MATINEE	MATINEE
1-1:05	CAMPUS NEWS	CAMPUS NEWS	CAMPUS NEWS	CAMPUS NEWS
1:05-2:00	SERENDIPITY (1:45)	POPULAR	SERENDIPITY (1:40)	POPULAR
2-2:05	QXR NEWS (2:03-2:30)	QXR NEWS	QXR NEWS	QXR NEWS (2:03-2:30)
2:05-3:00	ROCK-HITS (2:30-3) 1972 VOCAL (2 OR 3 SONGS)	CURRENT GOING UP (COLUMBIA MUSIC)	POPULAR	NEW YORK NEW YORK (2:30-3) GILBERT SULLIVAN
3-3:05	CAMPUS NEWS	CAMPUS NEWS (3:05-3:30)	CAMPUS NEWS (3:05-3:30)	CAMPUS NEWS (3:05-3:30)
3:05-4:00	POPULAR	RECORD ALBUMS (3:30-4) HIGHLIGHT (1 OR 2)	MUSIC OF OTHER LANDS (3:30-4) (FROM RECORDS) (CAMPUS MISSION)	ON THE SQUARE (3:30-4) (STRING) WASHINGTON SQUARE THEATRE (CAMPUS MISSION)
4-4:05	QXR NEWS	QXR NEWS	QXR NEWS	QXR NEWS
4:05-5:00	DOWNBEAT (HOT) 1 OR 2	RECITAL (CLASSICAL)	DOWNBEAT (COL SJ) 1 OR 2	RECITAL (CLASSICAL)
5:00-6:00	SIGN OFF	SIGN OFF	SIGN OFF	SIGN OFF

Thursday

11:58	Sign On
12-12:09	QXR News
12:09-1:00	Matinee
1:00-1:05	Campus News
1:05-2:00	Popular
2:00-2:05	QXR News
2:05-2:30	New York New York
2:30-3:00	Gilbert & Sullivan
3:00-3:05	Campus News
3:05-3:30	On the Square (satire)
3:30-4:00	Washington Square Radio Theatre (Original Drama)
4:00-4:05	QXR News
4:05-6:00	Recital (Classical)
6:00	Sign Off

NYU Network Notes

WNYU Originates 6PM-1AM Sunday-Thursday

WNYU Originates "Daybreak" 8AM-10AM Monday-~~Thursday~~ FRIDAY

WCAG Program Balance*

Music		News		Other	
Light Luncheon	4 Hrs.	QXR	80 Min.	N.Y. Feature	25 Min.
Jazz	4½ Hrs.	Campus	40 Min.	Satire	25 Min.
Classical	4 Hrs.	Feature	30 Min.	Orig. Drama	30 Min.
Popular	4Hrs.	Disc.-Int.	30 Min.	Literature (author reviews)	30 Min.
Folk	2 Hrs.				
Broadway	1 Hr.				
Gilbert &Sullivan	30 Min.				
Rock 'n' Roll	25 Min.				
Foreign	25 Min.				

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*In several cases weekly programming totals rounded off to approximate hours.

Monday

11:58	Sign On
12-12:09	QXR News
12:09-1:00	Matinee
1-1:05	Campus News
1:05-2:00	Serendipity (folk)
2:00-2:05	QXR News
2:05-2:30	Rock Hits
2:30-3:00	Jazz-Vocal (jazz singers)
3-3:05	Campus News
3:05-4:00	Popular
4-4:05	QXR News
4:05-6:00	Downbeat (Hot) (jazz)
6:00	Sign Off

Tuesday

11:58	Sign On
12-12:09	QXR News
12:09-1:00	Matinee
1:00-1:05	Campus News
1:05-2:00	Popular
2-2:05	QXR News
2:05-3:00	Curtain Going Up (Broadway Music)
3:00-3:05	Campus News
3:05-3:30	Reader's Almanac
3:30-4:00	Highlight (News Features)
4:00-4:05	QXR News
4:05-6:00	Recital (Classical)
6:00	Sign Off

Wednesday

11:58	Sign On
12-12:09	QXR News
12:09-1:00	Matinee
1:00-1:05	Campus News
1:05-2:00	Serendipity (folk)
2:00-2:05	QXR News
2:05-3:00	Popular
3:00-3:05	Campus News
3:05-3:30	Music of Other Lands
3:30-4:00	From the Top (campus discussion)
4:00-4:05	QXR News
4:05-6:00	Downbeat (Blues) (jazz)
6:00	Sign Off